

RPIs (Recruiting Publicity Items) & PPIs (Personal Presentation Items)

Task description

- RPIs include USAREC designed and printed pamphlets and brochures used during sales presentations and to develop interest in the Army
- PPIs include such items as lanyards, keychains, coffee mugs and mouse pads that are given to potential applicants and Centers of Influence
- Both RPIs and PPIs are ordered online through the Recruiter Store at USAREC
- RPIs are normally ordered once a month, while PPI orders are based on the maximum allowed per recruiter per year
- Additional RPIs and PPIs for special events can be ordered by battalion APA for at the request of the recruiting station commander

Steps

- Open Netscape Navigator on the computer
- Type “www.therecruiterstore.com” in the navigation bar and hit “Enter”
- Enter User ID and Password (Both are “3J” for battalion APA)
- Select either RPIs or PPIs depending on what you need to order
- When you find the item you need in the online catalog, type in the amount you need in the box beside the description and hit the “Add to Cart” button
- Continue through the catalog as above until you have ordered everything you need
- Hit the “Check Out” button and either verify or change the shipping address (change when you are ordering for a special event and want the ordered shipped directly to the recruiting station), then hit the “Continue” button
- Verify all information one last time, then hit the “Place Order” button

Points of Contact

- **The Recruiter Store** – Beverly, 502-626-0690/0691
- **Brigade** – Jill Snell, 404-469-3194

Applicable regulations

- **USAREC Reg 360-2**, Distribution and Replenishment of National Recruiting Publicity Items

Forms used

- **None**